



FIRESTONE & ROBERTSON
DISTILLING CO.

BASICS

	Leonard Firestone Distiller & Proprietor		http://www.frdistilling.com/
	Troy Robertson Distiller & Proprietor		@FRDistilling
	Rob Arnold Head Distiller		Facebook.com/FRDistilling
			(817) 840-9140
			901 W. Vickery Blvd., Fort Worth, TX 76104

ABOUT

Established in 2010 by Leonard Firestone and Troy Robertson, Firestone & Robertson Distilling Company is a premiere artisanal whiskey distillery located in Fort Worth, Texas. F&R released its first whiskey brand, TX Blended Whiskey in June 2012. This whiskey was awarded both “Double Gold” and “Best American Craft Whiskey” honors at the 2013 San Francisco World Spirits Competition. The anticipated, first-ever North Texas bourbon, TX Straight Bourbon, was released December 2016. For more information, please visit www.frdistilling.com.

PRODUCTS
TX BLENDED
WHISKEY

Tasting Notes:

TX Blended Whiskey is the distillery’s proprietary masterpiece, which recently won “Best American Craft Whiskey” and “Double Gold” at the San Francisco World Spirits Competition in 2014.

The spirit boasts an extraordinarily complex spectrum of fragrance and flavors that mix well or stand alone on the rocks or neat. The spirit boasts a rich auburn color with vanilla bean, oak and pear on the nose. Honey butter, banana, caramel and coffee tastes come through on the palate, and the finish is long, smooth and slightly sweet.

ABV: 41%

Proof: 82

Suggested Retail Price: \$35

TX STRAIGHT BOURBON

Tasting Notes:

In the glass, TX Straight Bourbon is a dark amber color – an indicator of the effect the hot Texas climate has had after years of aging in oak barrels. Upon swirling, long and slow legs showcase the spirit’s brilliant viscosity. At bottle strength, the nose is very bold with aromas of rich oak, caramel, cinnamon and allspice. Using a few drops of water for dilution, dark dried fruit, coconut, toasted almonds and more sweet spice fragrances radiate in the glass. On the palate, the velvety, mouth-coating sensation of the bourbon, along with its supreme drinkability, becomes apparent. The aromas carry through on the taste and provide a lingering finish.

ABV: 45%

Proof: 90

Suggested Retail Price: \$49.99

SHOTS OF KNOWLEDGE: THE SCIENCE OF WHISKEY

Shots of Knowledge: The Science of Whiskey is a coffee table book for Whiskey lovers of all ages that looks at the history, science and engineering behind Whiskey. From information about the rye downfall during prohibition, to the atoms and molecules that create this favorite beverage, *Shots of Knowledge* is the perfect gift for any Whiskey connoisseur.

The book is co-authored by Firestone & Robertson Distilling Co.’s head distiller, Rob Arnold and Texas Christian University professor Eric Simanek.

The book is available on [Firestone and Robertson](#), [Amazon](#), [Barnes and Noble](#).

PROPRIETORS Leonard Firestone & Troy Robertson

Leonard Firestone and Troy Robertson began their careers in political science/communications and oil and gas, respectively. The friends ultimately discovered that they both had a passion for all things whiskey – its history, people, science, the satisfaction of sharing it with friends and more – along with a shared vision of opening a craft distillery in Fort Worth and creating uniquely Texas expressions of classic whiskies.

In 2010, Leonard Firestone and Troy Robertson ultimately founded the Firestone & Robertson Distilling Co., the first craft bourbon and whiskey distillery in North Texas.



Rob Arnold
Head Distiller

Rob Arnold is a native of Louisville, Kentucky, and a third-generation member of the whiskey industry. Since 2011, he has been the head distiller at F&R Distilling Co. in Fort Worth, Texas. Rob holds a Bachelors in Microbiology from the University of Tennessee; a Masters in Biochemistry from the University of Texas Southwestern Medical Center, and is currently pursuing a PhD in Plant Breeding at Texas A&M University.

MEDIA CONTACTS

BREAD & BUTTER PUBLIC RELATIONS:

Jessica Weaver
jessica@breadandbutterpr.com
O: 469.206.6873
C: 775.335.5299

Shivna Vasavada
Shivna@breadandbutterpr.com
O: 469.206.6873
C: 469.222.1472